

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION  
MAY 2005 COMMISSION MEETING**

**SACRAMENTO, CA**

**May 19, 2005**

**HIGHLIGHTS / DRAFT MINUTES**

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:10 a.m. The following Commissioners were in attendance: Elizabeth Rice Grossman, Sandra Gutierrez, Eliseo Medina, Lou Vismara, and Alice Walker Duff. Ex-Officio Commissioner, S. Kimberly Belshé also attended.

- **Approval of Minutes – Item 3**

ACTION: Chairman Reiner moved that the Commission approve the January 26-27, 2005 Commission meeting minutes. The motion was seconded by Commissioner Medina and was approved by a unanimous move of the Commission.

- **Chairman's Report – Item 4**

Chairman Reiner reported on the following issues:

**Special Needs Demonstration Sites**

Chairman Reiner reported that Demonstration Sites associated with School Readiness projects in 10 counties have been funded, including El Dorado, Los Angeles, Merced, Mendocino, Monterey, Orange, Riverside, San Diego, San Francisco and, Sonoma.

Extensive networking and training opportunities included a 3-day event, March 14-16, in Del Mar for teams of 8-12 members from each site. Topics included planning, screening, and evaluation, among others. In April and May, 3-day trainings specifically focused on developmental screening were held in Burbank and Sacramento for the southern and northern teams, respectively. Chairman Reiner also noted that carefully planned and executed team meetings at the individual sites had also occurred, involving staff, community partners and parents. Ongoing individual consultation has been provided regarding program, evaluation and fiscal issues. Next steps include finalizing outreach and implementation plans for the universal access to screening for each Demonstration Site.

## **Statewide Conference**

Chairman Reiner reported that nearly 700 people participated—commissioners and staff from the counties and their funded program staff and other partners. He noted that we’re still tabulating the evaluations, but the early reviews were way up there for the Association’s pre-conference institutes and the Statewide Conference sessions. There were intensive sessions on the School Readiness Program, Preschool for All, Health Access for All, fiscal accountability and other topics of importance to the Commission.

Commissioner Alice Walker Duff served as moderator for a panel addressing diversity and equity issues. The panel was convened by the Commission’s Diversity/Equity contractors, California Tomorrow in partnership with Interaction Institute for Social Change and Consulting by Design. Sara Jimenez McSweyn (El Centro del Pueblo), J. Eugene Grigsby III (National Health Foundation), and Tessie Guillermo, (Community Technology Foundation of California) joined Commissioner Duff in a “living room” conversation. Joe Hayes from the Public Policy Institute of California opened the session with a snapshot of the evolving demographics of California’s 0-5 population. Chairman Reiner noted that this session served as an excellent springboard for our concerted effort over the next year to further integrate our Principles on Equity into First 5 California policies, programs and services.

Chairman Reiner noted that he closed the conference with Jane Henderson and First 5 Association President Mike Ruane. They reviewed First 5’s many accomplishments and challenged the community to focus on sustaining First 5’s important activities and on strengthening advocacy for quality early childhood services.

Chairman Reiner thanked Sherry Novick for her role in coordinating the conference; Alameda County for managing the finances and contracts; and First 5 LA for hosting. He noted that he looks forward to the 2006 conference and First 5’s achievements in Year 7.

## **First 5 Preschool for All Media Announcements**

Chairman Reiner reported that on April 7 he joined First 5 San Mateo County in announcing the launch and start of preschool classes under San Mateo County’s Preschool for All program. The announcement took place at one of the funded programs where children were attending their first week of preschool. The event garnered coverage on all five major Bay Area news networks, Spanish-language coverage on Telemundo and *Univision* and APIA broadcast media as well as print coverage.

Chairman Reiner reported that on March 24 he joined First 5 LA and Los Angeles Universal Preschool (LAUP) to announce the beginning of enrollment in First 5 LA’s universal preschool programs. The *Los Angeles Times*, the *L.A. Daily News*, NBC news, *Univision* and Telemundo ran stories on the program and launch.

## **African American Urban Radio Station Promotion**

Chairman Reiner reported that First 5 California participated in a KJLH radio promotion at Hollywood Park in March as part of the Commission's African American diversity media outreach. KJLH-FM, an urban Los Angeles radio station, highlighted the benefits of preschool to an audience of more than 340,000 through PSAs, community outreach, on-line promotion and at their annual Easter Eggstravaganza event. As part of the promotion, Commissioner Alice Walker Duff took part in a live on-air radio interview focused on the benefits of preschool.

Commissioner Gutierrez noted that with the election of the new mayor of Los Angeles, there are opportunities for First 5 to develop a working relationship with the mayor and to provide a model for other cities.

### **• Interim Executive Director's Report – Item 5**

Joseph Munso, Interim Executive Director, reported on the following issues:

#### **Funding for MRMIB – Health Access for All Children—"Buy-In" Option**

Joseph Munso reported that as part of our \$46 million health investment that largely supports the premium costs for young children (birth to 5 years of age) enrolled in Healthy Kids programs, we are now also working with the Managed Risk Medical Insurance Board (MRMIB) to develop another program option for expanding health insurance coverage throughout the state. Through a two-year contract (\$140,350), MRMIB will be able to draw down an additional \$270,000 in federal funds to fully support 3 new positions that will be needed to develop and implement the proposed "Healthy Families Buy-In" option. MRMIB anticipates this option will be available in July 2006, and will be of particular help to smaller and rural counties not served by a managed care provider. Joseph Munso noted that in working collaboratively with MRMIB, the State Commission staff will provide County Commissions with updates as the program develops.

#### **Kings County**

Joseph Munso reported that the Kings County Chief Administrative Officer released a response to the local grand jury findings on First 5 Kings County. It points out that the findings were based on inaccurate information and largely missed the point on the local First 5 effort. He reported that Senator Florez announced that he will hold hearings on the findings and the county's response. Joseph Munso also noted that the State Commission will likely be asked to testify.

#### **U.S. Department of Education Federal Education Assistance Grant Application for Early Educators' Enrichment Project**

Joseph Munso reported that Alameda, Los Angeles, Riverside, San Bernardino, San Joaquin, Santa Barbara, and Shasta County Commissions, in conjunction with the University of California, the California Department of Education, and the State Commission, have submitted a \$5 million federal grant application for a distance learning professional development project for early care educators.

This grant application is part of the federal “Good Start, Grow, Smart” program. Grant applicants will receive notification in July.

## **Media Report**

Joseph Munso reported that the new Public Relations contract was awarded to Rogers & Associates. However, the award process is on hold pending resolution of a protest filed with the Department of General Services by one of the bidders. The State Commission filed its response to the protest on May 10. The DGS Legal Department has 30 calendar days to review and issue its findings.

Meanwhile, the current contract with Rogers has been extended through May 31, 2005, and Rogers & Associates continues to offer media technical assistance to the State Commission and County Commissions.

## **Staff Changes**

Joseph Munso called upon managers to introduce their new staff.

Emily Nahat, Director, Program Management, introduced three new staff joining the School Readiness Partnership Office: **Estella Johndreau**, Associate Government Program Analyst, **Jennifer Pulley**, Office Technician, and **Monet Parham Lee**, Health Education Consultant III. Emily Nahat also took this opportunity to thank acknowledge staff who will soon be departing First 5 California: **Frances Tanglao**, Analyst, **Kathryn Shack**, Health Education Consultant **Candice Valenzuela**, Executive Fellow.

Patricia Skelton, Director, Research and Evaluation, introduced **Tina Fitzgerald**, Research Specialist I and **Lance Vayder**, Research Specialist I.

Elisa Bupara, Director, Communications, introduced **Jackie Greer**, Public Information Officer.

### **• First 5 Association of California Report – Item 6**

Sherry Novick, Executive Director, First 5 California Association, reported that two components of the State Conference were particularly well received – the new commissioner orientation and the mini-institutes that provided a forum for more in-depth technical assistance and discussion than typical workshops.

She noted that the point made by Chairman Reiner in his conference comments – that resistance to change will likely result in more questioning of local First 5 Commissions, even as evaluation results demonstrate the effectiveness of their investments – were well-taken. She stated that county commission staff are planning more efficient ways to keep one another and the state staff informed of potential issues in the local press or emanating from grand jury activities.

The Association held its third Preschool for All (PFA) Learning Community meeting, an opportunity funded by the Packard Foundation for local PFA planners and early implementers to engage in mutual support, problem solving, and policy discussion.

The Association continues to work closely with state staff and contractors from the Government Finance Officers Association (GFOA) on development of a financial management “best practices” manual and revision of the Statewide evaluation framework. These have been productive partnerships to which county representatives continue to devote time and energy.

A number of local commissions are involved in nutrition/physical activity promotion for young children. Representatives of the Health and Human Services Agency and the Department of Health Services made a presentation at the Association meeting on the Governor’s anti-obesity campaign and ways local commissions can partner with state efforts.

During discussions several commissioners asked for more information about the progress of the obesity campaign. Joseph Munso, Interim Executive Director, reported that preliminary results of focus groups held by GMMB, the State Commission’s media contractor, indicate that changing people’s behavior in this arena will be much more challenging than anti-smoking efforts. Parents in the focus groups did not see obesity as a problem for young children but they are concerned about the adverse long term health effects and implications for school performance. Commissioner Vismara stated that it is important to partner with businesses that focus on health. Commissioner Grossman stated that partnering with the private sector should be based on disease prevention and the resulting cost prevention. Commissioner Gutierrez and Commissioner Duff noted other resources that can be used, including curricula developed by the Texas Migrant Council and Parents as Teachers.

- **First 5 School Readiness Evaluation: Kindergarten Entry Profile (KEP) Overview and Preliminary Statewide Results – Item 7**

The Commission was presented with an overview and preliminary results of the statewide 2004 Kindergarten Entry Profile data, which include the Modified Desired Results Developmental Profile (MDRDP) and the family interview. Approximately 10,000 children and 7,000 families participated in the study. KEP data found:

- Children in very good or excellent health had higher mastery of important school readiness skills than children in poor or fair health.
- Children who participated regularly in early childhood education programs before attending kindergarten had significantly better mastery of key developmental competencies.
- Children whose families regularly engaged in literacy activities had significantly better mastery of developmental competencies at kindergarten entry.
- Parenting education and support services promoted activities that led to increased school readiness.

After the presentation on the KEP report, Chair Reiner asked what kind of PR strategy we are implementing to get this out to the public. Joe Munso responded that we are definitely going to do some media around this, especially in terms of how the findings support the vision of school readiness, timed for fall. Patricia Skelton added that the PR section of SRI International has been contacted to write some articles also.

Commissioner Gutierrez asked what is new about these findings. Patricia Skelton pointed out that these data are California-specific and we do not have much data on these target populations. This gives us a profile of the children in high priority schools and includes over 7000 parent interviews. By compiling the KEP data every other year, we can look at trends over time.

Commissioner Walker Duff asked if there is any information about how much money this is saving. Patricia Skelton responded that we only have national data at this point but over time the future evaluation design will allow us to track outcomes by making comparisons between children who were in school readiness programs and those who were not.

Commissioner Vismara requested the addition of more specific questions to address these areas of concern discussed earlier in obesity, nutrition, and exercise. Commissioner Vismara also asked if it was possible to follow these respondents in a longitudinal study to look at cost-containment and identify a control group. Chair Reiner said he thought there was a longitudinal component in our contract with SRI. Patricia Skelton responded that the design of a longitudinal study was a component of the contract but not the implementation of the design. The plan is to do a longitudinal study tracking children in the School Readiness Initiative.

Chair Reiner stated that it is critical that First 5 California have their longitudinal study of child/family outcomes to add to the body of knowledge about the effectiveness of preschool, this should be the number one top priority and main focus. Patricia Skelton said that it would be important to follow children served and that's part of the new framework also.

Commissioner Vismara offered that the research subcommittee should meet. Chair Reiner expressed the need for a longitudinal study as a tool to ask for long-term funding. Joe Munso requested that there be county representatives at the research subcommittee meeting since they are the source of core participant data and there have been some challenges in this. Joe Munso and Patricia Skelton stated that the systems are in place to collect this information. Chair Reiner said that we need to have the county partners working together on this, it is critically important to securing future funding.

Commissioner Walker Duff said that she can't imagine that the longitudinal component is not part of the current framework. Patricia Skelton and Chair Reiner stated that the design of the study is there.

Joe Munso offered that the research committee could meet and brief the full Commission in July. Chair Reiner emphasized the need to find the barriers to getting outcome data and eliminate those barriers. Patricia Skelton said there are some options in the new framework that will help get this done. Commissioner Vismara reiterated the importance of a longitudinal study because the data presented were interesting, but not earth shaking. The Commission discussed the barriers to following individuals. Commissioner Vismara asked that the research subcommittee delve into further detail about the difficulties in tracking individual children.

Commissioner Medina asked about the seeming contradiction that 67% of the children live in low-income households, yet 88% have health insurance. Patricia Skelton and Joe Munso responded by explaining that these communities have a high concentration of individuals who are eligible for Medi-Cal and Healthy Families. Patricia Skelton also pointed out that the data show that it is more important to have a medical home than to have health insurance to improve health outcomes. Commissioner Medina stated that he would like this issue covered when the research subcommittee meets.

- **Recommendations for the Statewide Evaluation Framework – Item 8**

The Commission was presented with a draft framework for the statewide evaluation. The framework is a result of the work done by the Evaluation Workgroup with the assistance of Altmayer Consulting and GFOA.

Commissioner Vismara asked how we are going to keep from comparing apples and oranges with this new framework. Christina Altemayer responded that all the counties are doing different things so we have apples and oranges, but local commissions use evaluation results to make decisions about funding programs. Chair Reiner expressed that this does not capture the overall picture of First 5.

Commissioner Vismara asked if the new framework looks at both processes and outcomes. Christina Altemayer responded that it does, for the jointly funded programs.

Commissioner Walker Duff wanted to know how the local data would be linked to the evaluation. Christina Altemayer responded that the Center for Results could sponsor a more focused research effort and look at similar programs in different counties. Chair Reiner pointed out that there are different purposes for evaluation and the big purpose from the State Commission standpoint is to get the overall picture of First 5. There is a need to determine what specific things we need in terms of being able to tell the story of First 5. Even if a specific county does not fund a particular program, we could still get information from the counties that are funding those programs to get a general picture. This should be part of the new evaluation contract, to work with the State commission to design a study to create a picture of First 5 accomplishments. Feedback for the local commissions to decide about future funding is important but not beneficial to the overall picture of First 5.

Commissioner Vismara pointed out that even diverse approaches will have some commonality in terms of their outcomes and goals and those commonalities could be measured. Chairman Reiner stated we should be able to be pretty consistent on how we collect data on programs that are jointly funded by the State and County Commissions.

Commissioner Gutierrez and Chairman Reiner stated that we need to know how much money we're spending, how much we have saved the state, and how many children are succeeding. What is the return on our investment?

After discussion, the Commission requested the Commission Research subcommittee convene to address the questions and issues raised during the presentation and brief the full Commission in July. This item will be brought back to the Commission in July as an action item.

- **Legislation Items – Item 9**

Joseph Munso, Interim Executive Director, reported on several bills before the Legislature. He noted that staff will continue to monitor these bills and will report again in July. He also noted that with the departure of Patti Huston, Chief of Governmental Affairs, in February, that there is one staff member, Char Krantz, who has been monitoring legislation. He then complimented and thanked Char for a job well done.

AB 109 (Chan) is scheduled to be heard in Assembly Appropriations Committee the last week of May. This bill is sponsored by the State Commission and is intended to address accountability issues raised by the State Auditor. Joseph Munso and Sherry Novick have developed amendments to address potential unintended consequences and clarify the provisions of the bill. These amendments will likely be added to the bill when it moves to the Senate.

AB 34 (Florez) and AB 35 (Florez) – staff will continue to monitor and work with the author on these bills.

SB 564 (Torlakson) adds a new tax on cigarettes of \$.05/cigarette to be deposited into the Healthy Children Trust Fund. The bill contains provisions to backfill Prop. 10 for any losses caused by the increased cost of cigarettes.

ACTION: Commissioner Vismara moved that the Commission take a “Support, if amended” position on SB 564. The motion was seconded by Commissioner Medina and was approved with a unanimous vote of the Commission.

AB 172 (Chan) would state the intent of the Legislature with regard to universal preschool. In addition, the bill would require the Superintendent of Public Instruction to convene a committee, which includes First 5 California, to develop a plan to coordinate the capacity and efficiency of postsecondary education for the purpose of preparing and training high quality staff in preschool programs.

ACTION: Commissioner Duff moved that the Commission take a “Support” position on AB 172. The motion was seconded by Commissioner Grossman and was approved with vote of 4-0-2. (Ayes – Duff, Grossman, Vismara, Medina; Nays – None; Abstain – Reiner, Gutierrez)

The following legislative bills were discussed; however, no action was taken:

AB 1285 (Montanez) is sponsored by Los Angeles County and will allow the county to use child care provider compensation/retention funds, currently permitted only for providers in state subsidized programs, to be used in any licensed ECE program.

AB 1565 (Pavley) authorizes the State Commission, in coordination with the state Department of Education and Department of Social Services to convene a working group to develop recommendations for a voluntary star quality rating system for child care facilities.

AB 576 (Wolk) California State Immunization Information System would state the intent of the Legislature to ensure the full funding of the California State Immunization System by FY 2007-2008, and each year thereafter.

Steve Barrow asked the Commission to take a position on AB 576 at the July meeting. He stated that this bill will sustain the statewide immunization registry once the nine regions’ registries are developed and linked.



- **Closed Session – Item 10**

Chairman Reiner recessed the Commission meeting at 12:00 p.m. for the Commission to convene in closed session pursuant to Section 11126(a) of the Government Code. The Commission considered appointment of an Executive Director.

- **Executive Director – Item 11**

Chairman Reiner reconvened the Commission meeting at 1:35 p.m. He announced that in the closed session the Commission by a unanimous vote, appointed Kris Perry, as the new executive director. He then stated that the Commission must now take action (in public session) to appoint the new executive director.

ACTION: Chairman Reiner moved that the Commission offer the Executive Director position to Kris Perry with a salary not to exceed \$10,768 per month. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the Commission.

Kris Perry thanked the Commission for their confidence in her and expressed the honor she felt to have been selected.

- **Adjournment – Item 12**

The Commission adjourned the meeting at 1:40 p.m. The next scheduled Commission meeting is July 21, 2005 in Sacramento.